

MINUTES
FORT MYERS BEACH
Cultural and Environmental Learning Center Advisory Board

Town Hall - Council Chambers
2523 Estero Boulevard
Fort Myers Beach, FL 33931

Thursday, October 9, 2014

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting was called to order at 3:05 p.m. by Chair Hill.

II. ROLL CALL

Members present: Barbara Anderson Hill, Cindy Richardson, Betty Simpson, Cherie Smith, Ceel Spuhler, and Lorrie Wolf.

Excused: Becky Werner

Town Council Liaison: Mayor Anita Cereceda

Town Staff: Randy Norton and Paul Rapp.

III. APPROVAL OF MINUTES from September 11, 2014

MOTION: Ms. Simpson moved to approve the minutes as amended; second by Ms. Smith.

On page 2, the sentence should read: Ms. Spuhler remarked that she thought Florida Communities Trust would not allow additional parking **in front of the Mound House or at the view corridor.**

Under VI. MUSEUM SHOP PRESENTATION, the sentence should read: Ellen Biella, distributed information to members regarding **Museum Shop** revenue opportunities, operating hours, setup costs, inventory, memberships, and exhibits.

VOTE: Motion passed unanimously.

IV. PUBLIC COMMENT

Penny Jarrett, Education Coordinator, conveyed the following points: create No Smoking and No Food or Drink signs; address the hearsay concerning Newton Park and cottage transfer to Bay Oaks; and create indoor classroom space and a tiki hut for outdoor programs at the Mound House. She reported that the yoga retreat was filled to capacity and would generate approximately \$900.00 for the Mound House. Ms. Jarrett provided an update of her intern's activities.

Mr. Norton replied that Newton Park would remain under Parks and Recreation and a program specialist would be assigned to increase programs. Mr. Norton revealed that Newton Park would shift to jurisdiction under Bay Oaks Recreational Campus Advisory Board (BORCAB), but not

much would change. Discussion was held concerning space for programs, priorities, and maintaining the integrity of the building.

Catherine Wallace questioned the advantage of putting Newton Park under BORCAB and she agreed with creating new signage.

V. MANAGER'S REPORT

Mr. Rapp reviewed capital improvement projects. He pointed out the SEARCH contract expired and he suggested an extension date of July of 2015. Mr. Rapp reported on educational programming and grants.

VI. COUNCIL LIAISON REPORT

Mayor Cereceda thanked re-appointed CELCAB members and she welcomed Ms. Richardson to the Board. She thanked the group who participated on the selection committee for the new museum director. Mayor Cereceda revealed that the parking issue was on hold until she received input from the new director. Discussion was held concerning a meet and greet with the new director.

VII. MOUND HOUSE MUSEUM CONTENT

A) Exterior Sign Review

Consensus was reached to approve the version of the entrance sign with the smaller logo and larger Mound House text.

Ms. Wolf questioned the green text on the donor sign. Mr. Rapp replied that green was used to make the text stand out. Discussion was held on the size of the font, the creation of a byline under Mound House, and location of the mission statement. Discussion was held concerning the addition of "A Cultural Environmental Learning Center" under the Mound House text and the use of different font styles and colors. Consensus was reached to use the same font as The Town of Fort Myers Beach. Consensus was reached to postpone final decisions until the new director and SEARCH provided input.

B) Bathroom Kiosk

Mr. Rapp reviewed minor changes.

MOTION: Ms. Spuhler moved to approve the text and outline of the bathroom kiosk design; second by Mr. Wolf.

VOTE: Motion passed unanimously.

C) Calusa Room Design Final Approval

Mr. Rapp pointed out that changes to the text were made to the Tools for the Estuary panel on the spear. On The European Encounters panel, the brown at the bottom was changed and white text was used.

MOTION: Ms. Smith moved to approve the final design of the Calusa Room; second by Ms. Richardson.

VOTE: Motion passed unanimously.

D) Saving our Site and Modernizing the Mound House Panel Review

Ms. Spuhler suggested removing the number of community members ~~in~~ ^{listed ON} the last paragraph under Making the Museum on the Saving our Site panel. Mayor Cereceda suggested rewording the caption in the upper right hand corner at the beginning of the Saving our Site panel.

MOTION: Ms. Spuhler moved to approve the design of Saving our Site; second by Ms. Simpson.

VOTE: Motion passed unanimously.

Discussion was held concerning the existence of the fishing dock and observation pier. Mayor Cereceda stated that she would follow up.

E) Plant ID Text Final Approval

Ms. Jarrett mentioned adding QR codes to the plant signs. Mr. Rapp indicated codes could be added later. Consensus was reached to use the same color on all the borders. Discussion was held regarding the use of illustrations versus photographs. Consensus was reached to have SEARCH redesign two panels showing one illustration and one photograph.

MOTION: Ms. Spuhler moved to approve the plant ID signs text; second by Ms. Simpson.

VOTE: Motion passed unanimously.

F) Post Calusa Room Panel Review

Mr. Rapp reviewed the panels. Chair Hill requested that the green on the Shell Mound Park subdivision photo be changed to a different color. Ms. Jarrett revealed that the information in the James Foundation section may not be accurate regarding their role in developing concentrated orange juice. Mr. Rapp stated he would have SEARCH verify the information.

VIII. PUBLIC COMMENT

Kelly Leary questioned why Newton House was under the direction of Bay Oaks. Mr. Norton explained the reasoning behind the move.

Catherine Wallace commented on the passive parks.

IX. BOARD MEMBER COMMENTS

Ms. Spuhler asked members to thank Bob and Missy for the publicity. Ms. Spuhler requested clarification on costs associated with changes. Mr. Norton replied that costs were incurred only when panels were changed after fabrication.

Ms. Smith thanked board members, Mr. Norton, and Mr. Rapp for their work.

Mr. Norton confirmed that the observation pier was going to Council October 20.

Mr. Norton indicated he would not attend the next meeting.

X. UPCOMING MEETING DATE - October 23, 2014

Mr. Rapp reminded members that CELCAB would go back to one meeting per month and elections were scheduled next month.

XI. ADJOURN

MOTION: Ms. Wolf moved to adjourn; second by Ms. Smith.

VOTE: Motion passed unanimously.

Meeting adjourned at 5:05 p.m.

Adopted 11/20/14 with/without changes. Motion by Betty Simpson
(DATE)

Vote: unanimous Signature: Barb Hile

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